

**PATENT**

**Docket No. RSW920010014US1**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

INVENTORS: **Marcia L. Peters et al.** Confirmation No. **8479**  
APPLICATION NO. **09/836,963**  
FILED: **April 18, 2001** Examiner: **Donald Champagne**  
CASE NO. **RSW920010014US1** Group Art Unit: **3622**

TITLE: **METHOD AND SYSTEM FOR PROVIDING TARGETED  
ADVERTISING IN PUBLIC PLACES AND CARRIERS**

---

**FILED ELECTRONICALLY ON October 29, 2007**

---

MAIL STOP AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REPLY AND AMENDMENT UNDER 37 C.F.R. §1.116  
TO EXAMINER'S ACTION MAILED APRIL 27, 2007**

Sir:

This is in response to the Office Action mailed April 27, 2007, having a period for response set to expire on July 27, 2007. A Petition extending the period for response for three months, to October 27, 2007, is included herein, along with authorization to charge the extension fee to a credit card. The following amendments and remarks are respectfully submitted.

Amendments to the claims begin on page 2 of this paper; Remarks begin on page 7 of this paper.